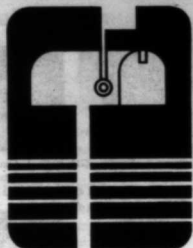


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In the mail

Customer Care

What K mart employees do best

Store 3179 Orlando, FL.
Manager D. Fisher and Staff.

I have recently returned from a visit to Florida. We stayed in the Holiday Inn, on Orange Blossom Trail. We quickly settled in and noticed across the road from us a K mart store. We had never been in one before but after the first visit we went in almost daily.

We were amazed at the truly remarkable value and indeed I purchased many gifts, clothing, wine and toys from there.

Of course many of the sizes were different from at home but I had no problem because the staff was so helpful. After a particularly traumatic day when my husband lost his prescription spectacles at Disney World, the assistants managed to find him a pair which had sufficient magnification for him to survive until we reached home.

I went in on the Sunday morning before we left and thanked the manager for all the help we received from his staff and especially for the courtesy.

Believe me that sort of courtesy and politeness is rare indeed in England!

Thank you for everything.

Store 7136 — Madison Hgts, VA — Employee Moses Mickels.

I wish to recognize one of your employees who, while I am not personally acquainted with him, I have come to know him from seeing him and dealing with him for a number of years at another store and now in your store.

I first came into contact with him about nine or ten years ago when I had some questions about some plants. He took time to answer my questions and went to great care to help me. I noticed then that he treated all of his customers in a very courteous and helpful manner. His kindness is one of the main reasons that I choose to come to the Madison Heights store. When I was in the store last Saturday, I saw several customers greet him indicating

that he is the kind of person K mart wants and needs to have representing them in dealing with the public, and I thought it was appropriate to let his superiors know that he makes it a pleasure to "shop at K mart."

I believe it is employees like Moses that differentiates your store from others.

Store 3501 — Petaluma, CA — Jennie, Ladies' Apparel.

I wish to take this opportunity to write you about exceptional assistance I received in your store today.

During my last minute scramble for back to school clothes, I requested a young lady to assist me regarding several questions I had in the ladies department in sizing and removal of a stain on a blouse.

The young clerk, whose name I requested was Jennie. She extended herself with exceptional courtesy and inquired if she had answered all my questions regarding the garments I was purchasing — reassured me of the store's return policy on the blouse that had the stain in it. If it proved impossible to get the stain out, keep the receipt and money would be refunded, etc.

All in all I wish to say this was an extremely rewarding service that she rendered. Very thorough and completed the exchange with "have a nice evening."

In keeping with my customer advocate belief — positive as well as negative experiences should be brought to light.

Store 9127 — Wellsville, NY — Employee Jackie Moon.

I would like to commend an employee of your Wellsville, New York store for her assistance, courtesy and determination. I recently had a problem with a Homelite chain saw purchased at this store about 18 months ago. Jackie Moon and Manager Steve Mamik both went out of their way to help me.

I took this saw to two Homelite dealers who informed

me that the saw was not worth repairing because of a defective oiler. They stated that this problem was common in this model and I should take it back to K mart.

When I informed Ms. Moon of the problem she called Homelite in North Carolina and received no help. I then called North Carolina myself and was told to ship it to them at my expense and they would "check it out." As I needed wood to heat my home this winter this did not help me much. Ms. Moon then talked to Mr. Mamik and he agreed to furnish me a replacement saw or a refund.

I feel that she did a great deal more than was required of an employee and her dedication and determination to satisfy me should be commended. Both Ms. Moon and Mr. Mamik should be proud of their service to K mart.

I purchase a great deal of merchandise from this store and because of the service I received when I needed it I will continue to do so.

Store 3448 — Norwalk, CT — John Esposito, Home Improvement.

I am sending this letter to show my appreciation of the courteous, helpful and patient assistance I received from your employee, John Esposito, the paint department, your K mart store on Rt. 1, Norwalk, CT.

It is rare, indeed that we come upon such service from a department store employee today.

Store 7307 — Fayetteville, AR — Staff.

I have just returned from shopping at your new K mart on 62 West in Fayetteville, AR.

I believe it to be one of the nicest, it is clean, cool and everyone is so friendly and courteous. Seem eager to help the customers.

Just wanted to give my honest opinion.

Store 9682 — Waveland, MS — Pat Patterson, Automotive Manager, George Raid, Bill Pallion, Mechanics.

For the past year I have been shopping at your K mart store 9682 in Waveland, MS, and I have had my car serviced by your K Care mechanics.

As I am disabled and unable to do any type of work on my car, so for the past few years I have been looking for a place that is more concerned about their customers than their profits. Also a place that still has pride in their work and products.

Well, I am glad to say that your store is the type of place I have been looking for. Your two mechanics, Mr. George Raid and Mr. Bill Pallion are two of the most conscientious employees your store has.

Also your service manager has gone out of his way for me, and I have seen him do this for all his customers. He always has time to talk with someone about their problems. Mr. Pat Patterson along with your two mechanics are a real asset to K mart and K Care.

Store 3463 — E. Detroit, MI — Staff.

The last time we wrote to you complaining about the bad treatment we senior citizens received at the Eight Mile and Gratiot store, but today we want to write to you to commend the store help for the extra attention they gave to us in obtaining the merchandise we wanted. They really went out of their way to please us, from the assistant manager to the check-out counter people. We recommend it to other senior citizens, keep up the good work.

Store 7452 — Cranston, RI — Manager, Auto Center.

Recently, enroute to vacationing in Boston, we stopped by your auto center to replace a flat tire we had on the highway. We were both extremely impressed with the courtesy of your auto center's manager as well as the efficiency of the staff. (It was the fastest auto service we had ever received.)

Congratulations on an auto department you can be proud of!